



Retail Goods and Services Expenditures

Prepared by ARMS

Counties: Coffee, AL

Top Tapestry Segments:		Demographic Summary		2008	2013
Rooted Rural	18.1%	Population		47,393	50,200
Aspiring Young Families	16.1%	Households		19,532	20,929
Southern Satellites	15.5%	Families		13,839	14,682
Home Town	11.2%	Median Age		39.3	40.5
Heartland Communities	5.2%	Median Household Income		\$39,683	\$42,955

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	57	\$1,523.41	\$29,755,239
Men's	57	\$281.85	\$5,505,153
Women's	54	\$507.21	\$9,906,834
Children's	66	\$273.14	\$5,335,011
Footwear	47	\$228.32	\$4,459,609
Watches & Jewelry	65	\$145.96	\$2,850,930
Apparel Products and Services ¹	69	\$86.92	\$1,697,702
Computer			
Computers and Hardware for Home Use	66	\$139.79	\$2,730,437
Software and Accessories for Home Use	63	\$18.31	\$357,566
Entertainment & Recreation	72	\$2,668.11	\$52,113,527
Fees and Admissions	61	\$378.39	\$7,390,766
Membership Fees for Clubs ²	63	\$105.11	\$2,052,990
Fees for Participant Sports, excl. Trips	60	\$68.76	\$1,343,033
Admission to Movie/Theatre/Opera/Ballet	60	\$89.84	\$1,754,811
Admission to Sporting Events, excl. Trips	62	\$38.02	\$742,690
Fees for Recreational Lessons	60	\$76.25	\$1,489,403
Dating Services	68	\$0.40	\$7,839
TV/Video/Sound Equipment	70	\$1,000.84	\$19,548,406
Community Antenna or Cable TV	74	\$542.85	\$10,603,031
Televisions	64	\$188.44	\$3,680,567
VCRs, Video Cameras, and DVD Players	72	\$23.80	\$464,781
Video Cassettes and DVDs	71	\$46.14	\$901,288
Video Game Hardware and Software	69	\$24.91	\$486,510
Satellite Dishes	87	\$0.97	\$18,945
Rental of Video Cassettes and DVDs	70	\$35.79	\$699,055
Streaming/Downloaded Video	56	\$0.45	\$8,884
Sound Equipment ³	63	\$133.50	\$2,607,584
Rental and Repair of TV/Radio/Sound Equipment	68	\$3.98	\$77,761
Pets	81	\$357.21	\$6,977,118
Toys and Games	72	\$107.28	\$2,095,340
Recreational Vehicles and Fees ⁴	89	\$389.48	\$7,607,362
Sports/Recreation/Exercise Equipment ⁵	68	\$146.59	\$2,863,291
Photo Equipment and Supplies ⁶	71	\$90.04	\$1,758,683
Reading ⁷	69	\$198.27	\$3,872,561
Food	71	\$5,878.20	\$114,812,960
Food at Home	72	\$3,498.21	\$68,326,947
Bakery and Cereal Products	72	\$486.40	\$9,500,430
Meat, Poultry, Fish, and Eggs	72	\$881.58	\$17,219,010
Dairy Products	72	\$400.71	\$7,826,629
Fruit and Vegetables	68	\$566.01	\$11,055,242
Snacks and Other Food at Home ⁸	73	\$1,163.51	\$22,725,636
Food Away from Home	69	\$2,379.99	\$46,486,013
Alcoholic Beverages	64	\$383.02	\$7,481,103
Nonalcoholic Beverages at Home	74	\$327.23	\$6,391,529



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	55	\$561.36	\$10,964,466
Vehicle Loans	77	\$4,460.65	\$87,125,454
Health			
Nonprescription Drugs	80	\$90.83	\$1,774,141
Prescription Drugs	82	\$463.18	\$9,046,817
Eyeglasses and Contact Lenses	75	\$57.72	\$1,127,447
Home			
Mortgage Payment and Basics ⁹	64	\$5,872.02	\$114,692,368
Maintenance and Remodeling Services	63	\$1,292.80	\$25,250,980
Maintenance and Remodeling Materials ¹⁰	80	\$331.91	\$6,482,901
Utilities, Fuel, and Public Services	75	\$3,408.10	\$66,567,033
Household Furnishings and Equipment			
Household Textiles ¹¹	67	\$94.27	\$1,841,377
Furniture	63	\$414.75	\$8,100,873
Floor Coverings	65	\$63.12	\$1,232,826
Major Appliances ¹²	73	\$219.96	\$4,296,236
Housewares ¹³	64	\$60.62	\$1,184,103
Small Appliances	72	\$25.43	\$496,782
Luggage	60	\$6.05	\$118,097
Telephones and Accessories	58	\$24.95	\$487,250
Household Operations			
Child Care	63	\$258.68	\$5,052,461
Lawn and Garden ¹⁴	74	\$313.20	\$6,117,493
Moving/Storage/Freight Express	67	\$34.85	\$680,608
Housekeeping Supplies ¹⁵	74	\$562.84	\$10,993,308
Insurance			
Owners and Renters Insurance	76	\$374.63	\$7,317,227
Vehicle Insurance	72	\$1,009.84	\$19,724,266
Life/Other Insurance	75	\$431.56	\$8,429,246
Health Insurance	76	\$1,548.34	\$30,242,242
Personal Care Products ¹⁶	71	\$306.12	\$5,979,121
School Books and Supplies ¹⁷	69	\$81.91	\$1,599,856
Smoking Products	83	\$375.64	\$7,336,921
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	74	\$3,816.42	\$74,542,374
Gasoline and Motor Oil	77	\$1,951.93	\$38,125,072
Vehicle Maintenance and Repairs	71	\$706.47	\$13,798,746
Travel			
Airline Fares	60	\$248.53	\$4,854,249
Lodging on Trips	66	\$281.21	\$5,492,644
Auto/Truck/Van Rental on Trips	58	\$22.45	\$438,437
Food and Drink on Trips	67	\$313.66	\$6,126,336

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁶**Sports/Recreation/Exercise Equipmen** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁷**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁸**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

⁹**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

¹⁰**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹¹**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

¹²**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹³**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹⁴**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁵**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁶**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

¹⁷**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁸**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

¹⁹**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.